

The Team of Hawaii Tourism Europe

Sandra Kuhlmann - Fresh back from maternity leave, Sandra is ready to take on the challenge of Hawaii and is pictured here with the latest edition to the Kuhlmann (and Hawaii Tourism Europe) family. After many visits to the islands and discovering the islands' spectacular white sandy beaches and whispering palm trees as well attempting both surfing and the Hula, Hawaii is still in Sandra's dreams.

Born in Germany in 1969, Sandra's passion for the travel industry began when she was 20 years old when she left Germany to live and work in the sunny state of California and then continued to Great Britain for a 'short stay'...where she is still at home 14 years later.

In the past 10 years Sandra has been exposed to a variety of different aspects of the travel industry and the world of marketing, working with an array of tourist boards, airlines, tour operators and hotel chains. As well as looking after multi-million dollar

accounts as Sales & Services Director at a global marketing organisation, Sandra's determination to excel within the travel industry paid off when she joined Hills Balfour in September 2003 as Sales and Trade Marketing Director and developed marketing initiatives, training incentives and partnership programmes for the Hawaiian account supporting Vicky Moore.

Finally after a short time out taking care of her maternal adventure, Sandra is ready and committed to become Hills Balfour's Sales and Marketing Manager for Hawaii Tourism Europe in the UK.

Taking over from Vicky Moore who has been dedicated to the destination for over eight years, Sandra will be spearheading the account into every future success. Sandra has tremendous experience within the sales environment and boasts a particular knowledge on the aviation side of tourism. She is keen to develop this further into Hawaiian Tourism and is ecstatic to be returning to her islands' paradise.



United Vacations Fam Trip

On October 12th United Vacations have chosen nine of the top Hawaiian selling independent agents, to accompany them to visit the sensational Hawaiian Islands for four nights in Oahu and two nights in Kauai. United Vacations have generously provided all air tickets for 12 people on United Airlines and Aloha Airlines. This irresistible experience will be co hosted by Hawaiian Tourism Europe's Sarah Mowbray and

UNITED VACATIONS

United Vacations Giovanna Muratori and they will be joined by various independent agents including Oceanic Travel, HolidayBookers and Hays Travel. They will be staying at the Hilton Hawaiian Village whilst on Oahu and the Radisson Kauai Hotel when they are visiting Kauai. Everyone is very excited about their fantastic opportunity to visit two of Hawaii's most beautiful Islands.

E komo mai of German Top Journalists

Five top journalists were invited by Hawaii Tourism Europe to a press trip to Hawaii with American Airlines from September 9 until September 19. Participating media were lifestyle magazines and daily newspapers such as Elle and Woman. The Group spent the first days on Oahu before travelling on to Kauai and the Big Island on Hawaiian Airlines flights. All writers were on Hawaii for their first time and experienced the diversity of the islands by numerous nature activities, cultural events and island tours. The press trip was supported by the Oahu Visitors Bureau, the Kauai Visitors Bureau and the Big Island Visitors Bureau.



Breakfast in Milano

On October 7 Hawaii Tourism Europe, Delta Air Lines and Cincinnati/Northern Kentucky International Airport invited selected Italian journalists to a press breakfast and conference to the Four Seasons Hotel in Milan to promote the new flight from Rome to Cincinnati and on to Honolulu. 25 journalists actually attended the conference and showed high interest in Hawaii, especially for the honeymoon and wedding market. High circulation daily newspapers, as well as lifestyle, wedding and men's magazines attended the conference. TTG Italia, Agenzia di Viaggi and Travel Quotidiani represented the travel trade section of Italy.

TTG Honeymoon Roadshow in Italy

With Italy being one of the major and most promising markets for romance and honeymoon vacation, HTE didn't miss the opportunity to jointly participate in the TTG "Romance



"Road-show with Delta Air Lines and Cincinnati/Northern Kentucky International Airport to promote the new flight from Rome to Cincinnati and on to Honolulu.. TTG is the leading Italian travel trade publication and main communication tool to the travel agencies. 250 sellers were trained in four Italian cities on the romantic angle of Hawaii, the honeymoon destination par excellence. The interest from part of Italian travel agencies in Hawaii, so do not be surprised if you meet an increasing number of "amore" whispering couples in Hawaii.

Hawaii meets golf

Hawaii Tourism Europe was partnering with Horizont Golf Masters in Seefeld, Austria, and hosting 120 top decision makers from marketing, media and advertising companies. HTE was present in cooperation with golf tour operator Fairtime Touristik and raffled a holiday for two in cooperation with Prince Resorts Hawaii. HTE sponsored a Hawaii cocktail reception and provided information on Hawaii with a booth during the event.

Promotional Opportunities

CMT Golf & Wellness

(Jan 20 – 23, 2005)

CMT is the largest consumer travel show in Germany, dedicating one sector to the growing golf and wellness market. Hawaii Tourism Europe will have a booth, showcasing Hawaii as paradise for golf and wellness holidays. If you would like to present your hotel, golf course or spa and communicate your product news, we are more than happy to distribute your brochures to more than 15.000 visitors and your latest news to our media contacts. Please contact Silvia Bisle, s.bisle@mangum.de

Wholesaler Fam Trip with Korean Air

(Jan 29 – Feb 3, 2005)

Hawaii Tourism Europe, in cooperation with Korean Air, will offer a fam tour for German and Dutch wholesalers to Hawaii, going "the other way round" and stopping over in Korea. If you don't want to miss the opportunity to present your product to your European trade partners, please contact Silvia Bisle, s.bisle@mangum.de

ITB Berlin

(Mar 11 - 15, 2005)

Save the date for the world's largest travel trade show ITB in Berlin, Germany. In 2004, ITB counted more than 140.000 visitors. Almost 7.000 journalists from 84 countries were present. The USA Pavilion with 450 exhibitors is one of the largest halls and major attraction. Take the chance to present your product to the European and international trade and media partners – co-exhibit at Hawaii Tourism Europe's booth. Please contact Silvia Bisle, s.bisle@mangum.de for

The Big Trip

Hawaii Tourism Europe was present at The Big Trip show which opened in the RDS exhibition centre in Dublin on the 25th and 26th September 2004. It was a huge success which was demonstrated by over 5,000 potential holiday makers visiting the event in the search of their dream destination. More than 100 exhibitors attended under the SHGI banner (American Holidays, Crystal, Austravel and Tropical places) with the Hawaiian Tourism Europe stand capturing the majority of interest from the visitors. Throughout the days events the team at the Hawaii Tourism Europe stand distributed information on all of the Hawaiian Islands which included maps and guides as well as answering enquires and advising visitors on their dream getaway.

Visitors responded to the stand with extremely positive feedback, declaring that 'they have always dreamed of going to Hawaii' and 'It seems so beautiful, it's the perfect getaway'. Visitors were also particularly interested in the romanticism of the islands and the idea of spending their honeymoon on one of them. The whole show was a huge success and the team were continually directing eager visitors to the tour operator stands where they could book their holiday immediately, which contributed to the staggering Euro 650,000 worth of bookings taken over the two days.



Newsletter Registration

If you would like to receive our monthly newsletter, please send an email to s.bisle@mangum.de, giving us your complete contact details. Thank you.

Premier Travel Holiday Show

On Sunday 12th September 2004, the Millennium Grandstand at the Rowley Mile Racecourse, Newmarket was transformed into a traveller's paradise. The event, now in its fourth year broke all previous records with over 6,000 people attending the show. Packed with ideas, information and inspiration, people flocked from miles around to visit over 90 operators with displays ranging from caravanning trips in the UK to the Hawaiian Tourism Europe stand where a sophisticated, mouth watering vacation was only a booking away. Sharing a stand with Norwegian Cruise Line who are the worlds only cruise ship that specifically targets the Hawaiian Islands, they were bombarded by consumers

wanting further information on the islands of Hawaii.

During the run up, the show was featured daily in the Cambridge Evening News encouraging the 6,000 visitors to attend and exemplifying the success of the show. Commenting on the event Greg Mould, (deputy managing director of Premier Travel) declared: "The highlight has just been the sheer volume of people and the interest they have shown as well as the variety of holidays we have on offer here. It just shows how discerning the local public are in terms of holiday choices."



Marketing & PR Calendar October / November 2004

National Wedding Show Birmingham
(October 15 – 17)

NCL Trade Fam Trip
(October 15 – 27)

NCL Press Trip
(October 22 – 31)

Sales Blitz and Staff trainings Frankfurt
(November 2)

Visit USA Meeting
(November 4)

World Travel Mart WTM, London
(November 8 – 11)

Virgin Destination Training
(November 16)

Hawaii @ No. 1 Travel Show in France



After a 4-day sales blitz with trainings and tour operator meetings in Lyon and Paris, Hawaii show cased itself at Top Resa with a booth within the Visit USA Pavilion. Top Resa is France's leading travel trade show taking place in Deauville. It is the unique

opportunity to meet 80% of the French agencies, tour operator representatives, airlines and journalists. With Hawaii being present for the first time in many years, the Aloha Islands faced a huge interest from travel trade and media. Especially smaller specialist tour operators agreed to build up or extend their Hawaii program.